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9. (Thrice Amended) A computer-readable medium having stored thereon computer-executable instructions for performing a method of displaying an electronic document, the method comprising the steps of:

displaying at least a portion of the electronic document to a user as an immersive reading page, the immersive reading page mimicing a printed paper page;

associating with an element of the immersive reading page enhanced functionality; and

providing the user access to the enhanced functionality in response to the user selecting the element of the immersive reading page, wherein

no visual indication of the enhanced functionality is provided prior to the user selecting the element of the immersive reading page.